



Says

What have we heard them say?
What can we imagine them saying?

express a
need for
more efficient
solutions

talks about
challenges in
the current
market
landscaape

mentions
desires for
innovative and
user friendly
products



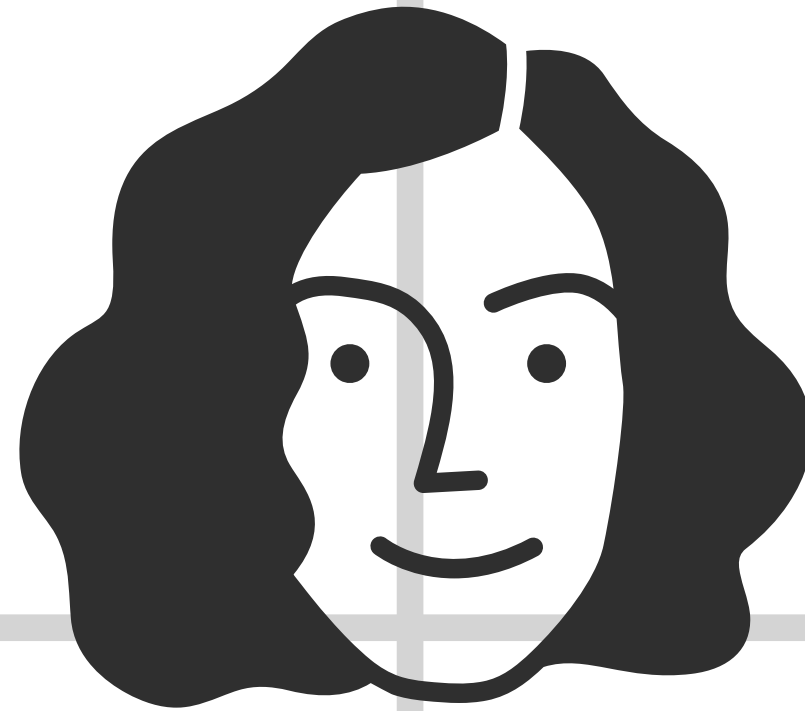
Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

thinks about
the cost
effectiveness
of potential
solutions

consider the
impact of
market trends
on thier
buisness

contemplates
the risks and
benefits of
adopting new
strategies



unvelling market
insigts

actively seeks
informaion on
emerging
market trends

engages inn
networking to
understanding
competitors and
collabrators

frustrated
with existing
market
limitations

invests time and
resources in
researche and
development to
stay ahead

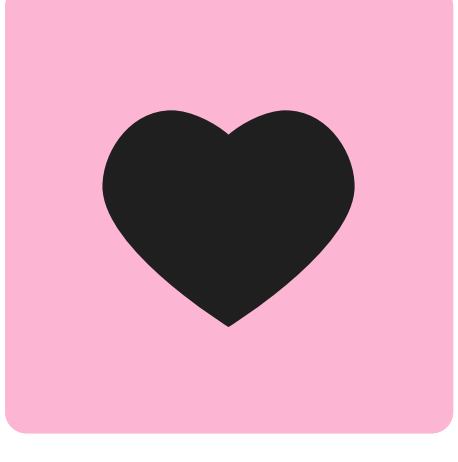
excited about
the potential
of new
technologies

anxious about
staying
competitive in
the envolving
market



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?